

Effects of "Yawning" infection and spread of rumors in mass and interpersonal communication in the information society

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Abstract

© Medwell Journals, 2016. Paying attention to the phenomenal speed of propagation of rumors which is similar to the flu epidemic, the researcher considers the nature of socio-psychological phenomenon of "Word of Mouth" (WM). From the research point of view it seems promising to move from the conservative perception of "WM" as "secondary" and negative information to consideration of "WM" as an object of scientific research which is already being studied in sociology, psychology and communication theory. The paradigm in science is being changed with the main emphasis on influence transfer rather than information transfer. Of all the effects of infection, the rumors and yawning are considered. The researcher refers the yawning infection to the symptom of unconscious differentiation of the audiences into "own-alien" ones by the subject so to provide spontaneous influence or to avoid further communication.

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Keywords

"Word of mouth", Effects of mass media, Infection, Influence, Interpersonal communication, Mass communications, Mors, Viral marketing, Viral videos